

## What is HMIQ?

HMIQ is more than an ordering platform. It's a *smarter* way to *design*, *quote*, and *sell* shower glass.

With HMIQ, you can:

- ◆ Configure layouts
- ◆ Apply glass and hardware selections
- ◆ Visually present the finished design
- ◆ Generate pricing in real time

All within the same conversation.

## The Sales HMIQ Flow

*Configure* > *Visualize* > *Price* > *Quote*

1. Select layout
2. Apply glass + hardware
3. Show the finished design
4. Present pricing clearly

Keep it *simple*. Keep it *visual*.

## Pricing with Confidence

HMIQ *allows* you to:

- ◆ Present pricing in real time
- ◆ Adjust options on the post
- ◆ Eliminate back-and-forth

This *reduces*:

- ◆ Delays
- ◆ Revisions
- ◆ Lost opportunities

## How to introduce and close in *Home*

**Instead of:** "I'll send you a quote later..."

**Say:** "Let me show you exactly what your shower will look like—and what it will cost."

This positions you as:

- ◆ Prepared and Professional
- ◆ Easy to work with

When customers can see it:

- ◆ They understand it faster
- ◆ They commit with confidence
- ◆ They upgrade more often

Use the visual as your anchor.

*Pause.* Let them react. *Then guide.*

HMIQ *helps* you:

- ◆ Shorten the sales cycle
- ◆ Reduce uncertainty
- ◆ Create a smoother experience

**Result:** More "yes" decisions – *faster*.

## Talking *Points* to Use

- ◆ "This is exactly how your shower will look."
- ◆ "We can adjust this in real time."
- ◆ "Here's how this impacts your price."
- ◆ "Let's build this together."

Scan QR Code  
for HMIQ  
Website Page

